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Subject: **Best Practice - Presleeved Promotion Information**

Attached you will find a "Best Practice" submitted by Buffalo R.O.M., Stephen MacLeod covering a retailer education piece on our presleeved promotional product. This idea has a great deal of merit and could greatly reduce the amount of returned product due to retailer confusion.

Please consider utilizing this idea within each of your Regions.

Don

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c: Stephen MacLeod (w/o attachment)
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